

REQUEST FOR PROPOSAL 11-21

On-Call Creative Services for the Western Riverside Council of Governments

November 10, 2021

Amended on: November 15, 2021



Western Riverside Council of
Governments 3390 University
Avenue, Suite 200
Riverside, CA 92501
(951) 405-6700
wrcog.us

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1. SUMMARY

The Western Riverside Council of Governments (WRCOG) is a joint powers authority whose purpose is to unify Western Riverside County so that it can speak with a collective voice on important issues that affect its members. Representatives from eighteen (18) cities in Western Riverside County, the Riverside County Board of Supervisors, and the Eastern and Western Municipal Water Districts have seats on the WRCOG Executive Committee, the policy setting Board for the Agency. The Riverside County Superintendent of Schools is an ex-officio member of the Executive Committee. As a Joint Powers Authority, WRCOG examines a range of regional matters critical to Western Riverside County's future. More information on the range of WRCOG's programs and the operations of the Agency can be found at www.wrcog.us.

WRCOG also administers the Riverside County Habitat Conservation Agency (RCHCA), managing more than 40,000 acres of ecosystem to protect the endangered Stephens' Kangaroo Rat.

WRCOG is distributing this Request for Proposals (RFP) to solicit interested firms to provide on-call professional creative agency services to support the following entities/departments and initiatives: Public Affairs, Transportation and Planning, Energy and Environment, RCHCA and the Inland Region Energy Network (I-REN) as well as potential ancillary support for WRCOG's member agencies. WRCOG operates a variety of programs, that require a seasoned professional that can provide video and graphic design services.

2. SCOPE OF SERVICES

The scope of services below outlines the general services which WRCOG will require from Consultants. As this contract is for on-call services, general assumptions regarding each task, particularly the number of videos, documents, and other services, are quantified to assist each consultant in determining the appropriate level of effort to complete each task. The scope of services includes but is not limited to the following number of projects below as it relates to video development, graphic & print design, photography, podcast recording and post production, and a branding refresh initiative.

Task 1- Video Development

On an annual basis, WRCOG produces between 10 to 12 videos highlighting existing programs and in support of larger events, such as WRCOG's General Assembly. The general approach to video production is as follows:

- WRCOG prepares the script and identifies participants
- The Consultant then provides all equipment necessary for video production
- The Consultant conducts the filming
- The Consultant provides all post-production work
- WRCOG reviews all videos and provides edits to the Consultants
- The Consultant provides a final video

An example of a video prepared for WRCOG previously can be found here:

https://www.youtube.com/watch?v=nYwURSR86qg&ab_channel=WRCOG

Proposers are asked to assume that they will produce a total of 12 videos of an average duration of two to five minutes.

Task 2- Design & Layout Services

WRCOG typically produces five to six documents each year which will require some level of graphic and

design support. These documents are typically 20 to 30 pages long. The document development process is as follows:

- WRCOG prepares the text and images for inclusion in the document
- The Consultant then prepares a Draft document for Staff review. Most documents are formatted in InDesign for consistency purposes
- WRCOG then reviews the Draft document and provides comments to the Consultant
- The Consultant provides a Final document for use by WRCOG

Currently, WRCOG posts documents on our website and requests that all documents be formatted accordingly.

An example of a document produced previously can be found here:

**<https://wrcog.us/DocumentCenter/View/8082/Final-TUMF-2020-Annual-Report-PDF?bidId=>
Podcast Development and Post-Production**

Proposers are asked to assume that they would provide design and layout services for six documents with an average length of 30 pages.

Task 3- Photography

WRCOG periodically requires professional photography services. Typical requests include staff photographs and event photography. The typical process for photography services is as follows:

- WRCOG would identify the need and coordinate with Staff or event attendees as appropriate
- The Consultant would be required to provide all necessary equipment
- The Consultant would provide all photos to WRCOG for their review
- The Consultant would perform any photo editing services
- Once edited, the Consultant would provide the photos to WRCOG for their use

Consultants are asked to assume that they would provide four photography sessions with each session lasting approximately two hours.

Task 4- Podcast Recording and Post-Production

WRCOG produces a podcast series, the COGCast which can be found here:

<https://www.wrcog.us/283/WRCOGCast>

WRCOG typically produces approximately ten Podcasts per year. Each podcast is approximately 20 to 30 minutes long. The general process for producing each Podcast is as follows:

- WRCOG identifies a topic for each Podcast and coordinates with appropriate speakers
- WRCOG prepares a series of questions for each participant
- WRCOG schedules the recording session
- WRCOG records the session
- The Consultant performs any post-production editing
- WRCOG reviews the completed Podcast prior to publication

Consultants are asked to assume that they would assist with the production of up to ten Podcasts.

Task 5- Branding Refresh Initiative

The purpose of this initiative is to assist WRCOG with updating its materials, streamline existing branding elements and develop greater brand recall and retention with Agency members and stakeholders. The chosen Consultant shall work with WRCOG staff to ensure new branding elements align with the Agency's new goals and objectives as dictated by its members. The Consultant must be able to assist with the development of materials that can be easily and effectively utilized across multiple graphic identity applications and communicative mediums to include, but not limited to creative assets such as: print material, signage, social media marketing materials and websites, etc. It should also be noted, that WRCOG will be in the process of undergoing a website update and refresh. Therefore, consultation and creative assistance with the website refresh would be a supplemental consideration to this RFP.

The goals and objective of this effort are listed below:

- **Uniformity** – Development of creative assets (i.e. style guide, templates, graphic etc.) that can be used for various internal and external purposes and create brand consistency and continuity within the Agency along with members and external stakeholders
- **Identity** – Assist with consultation around creative brand identity that will assist WRCOG with its newly defined message as dictated by its members, locally, statewide, and nationally.
- **Flexibility** – The new branding elements must be flexible and adaptable to meet the needs of a variety of departments and functions within WRCOG as well as members and external stakeholders to align with WRCOG's new direction
- **Endorsement** – The new branding elements and creative assets must be authentic and resonate with members, new and legacy stakeholders and internal agency staff to gain the broadest possible support and should reflect the Agency's desire to move forward.

Task 6 – Graphic Design

Periodically, WRCOG requires the preparation of stand-alone graphics in support of our various programmatic efforts. Example graphics might include maps, logos, graphics for inclusions on WRCOG's website, and other similar items. The process for preparing a graphic might include:

- WRCOG identifies the need for a graphic and provides a concept to the Consultant
- The Consultant and WRCOG would then meet to discuss the proposed graphic
- The Consultant would then prepare a Draft graphic
- WRCOG then reviews the Draft graphic and provides comments to the Consultant
- The Consultant provides a final graphic for use by WRCOG

Consultants are asked to assume that they would create up to 10 graphics per year. Please note that this task is separate from the Graphic and Print Design task, which is focused on the preparation of documents and reports for WRCOG's use.

Task 7 – Consultation

Periodically, WRCOG requires general advice related to creative services. This need might arise out of generalized communication need rather than a specific product. In those instances, WRCOG would desire the Consultant to be available to meet with WRCOG to discuss these more generalized needs. For purposes of this scope, WRCOG would ask that each Consultant provide a rate for a two-hour consultation session.

Important Notes

The proposal is for a 36-month, on-call, professional services contract. Proposals must be from a single firm. Proposers are free to submit proposals on as many disciplines as they would like; however, Proposers will not receive extra points for proposing on extra tasks – proposals for each task will be evaluated individually.

3. SUBMISSIONS

All Proposal submittals must consist of one electronic Proposal, via e-mail. Proposals must be **submitted** by **November 24, 2021, no later than 5:00 p.m. Pacific Standard Time (PST) to:**

Name	Western Riverside Council of Governments
Phone	909-206-4498
Attn	Elisa Laurel, Public Information Officer
Email	elaurel@wrcog.us

Proposals shall include a Table of Contents listing all sections, disclosures, etc., and their corresponding page numbers. **Please review Section 13 for additional details.** It shall be the responsibility of the Proposer to email the Proposal and all other required items to the WRCOG staff member specified in this RFP at or before 5:00 p.m. PST on November 24, 2021. WRCOG will not accept any Proposal received after the Proposal submission time and date.

4. QUESTIONS AND ANSWERS REGARDING THIS RFP

Questions must be submitted before 5:00 p.m. PST, November 22, 2021 via email to:

Name	Elisa Laurel
Email	elaurel@wrcog.us

5. PRE-PROPOSAL MEETING

WRCOG will be hosting a Pre-Proposal meeting on Thursday, November 18, at 3:30 p.m. to discuss this RFP. The meeting will convene via Zoom. Please contact Elisa Laurel (elaurel@wrcog.us) for the Zoom information. Participation is encouraged but not mandatory.

6. BUDGET PARAMETERS

Funding for the various activities in this RFP are included in WRCOG’s and RCHCA’s overall Agency budget. A not to exceed amount of up to \$200,000 has been allocated from various funding sources within WRCOG’s and RCHCA’s budgets. Changes in these allocations could occur and WRCOG and RCHCA makes no representation that the anticipated budget amounts reflect the level of funding.

7. SCHEDULE OF EVENTS

Event	Date
1. RFP Distribution	November 10, 2021
2. Pre-Proposal Meeting via Zoom	November 18, 2021 (3:30 p.m.)
3. Questions from vendors about scope or approach due	November 22, 2021 (5:00 p.m.)

4. Answers from WRCOG about scope or approach posted to WRCOG website	November 23, 2021 (5:00 p.m.)
5. Proposal Due Date	November 24, 2021 (5:00 p.m.)
6. Review of Proposals	December 1-3, 2021
7. Potential Interviews	December 6-8, 2021
8. Anticipated decision and selection of vendor(s)	December 10, 2021
9. Anticipated commencement date of work	December 13, 2021

The interview schedule may be staggered, depending on the number of Proposals received, and could span multiple weeks.

8. WRCOG RIGHTS

Award of a contract resulting from this RFP will be based upon the most responsive Proposal or Proposals which will be most advantageous to WRCOG in terms of cost, functionality, and effectiveness in meeting goals and objectives, and other factors as specified in this RFP.

A. WRCOG reserves the right to:

- Disqualify any and all Proposals that are not submitted in accordance with the required format described in this RFP.
- Reject any and all Proposals submitted.
- Request additional information.
- Issue Addenda to this RFP.
- Award all or part of the work contemplated in this RFP.
- Remedy errors in the RFP.
- Cancel the entire RFP.
- Issue a subsequent RFP.
- Approve or reject the use of a particular subcontractor / supplier.
- Negotiate with any, all, or none of the Proposers. If WRCOG is unable to negotiate final contract Terms and Conditions that are acceptable to WRCOG, WRCOG reserves the right to award the contract to another Proposer(s).
- Accept other than the lowest priced Proposal.
- Award a contract without interviews, discussions, or negotiations.
- Award a contract to one or more Proposers.

B. WRCOG may, at its discretion, and without explanation to prospective Proposer(s), at any time, choose to discontinue this RFP without obligation to such prospective Proposer(s).

C. All Proposers should be aware of the insurance requirements for Contract Award. The Certificate of Insurance must be provided by the successful Proposer(s) prior to Contract Award. A contract may not be awarded if insurance requirements are not met.

D. WRCOG does not reimburse for the cost of Proposal preparation, even in the event of RFP cancellation.

- E. Communication between the Proposer(s) and any member of the Proposal Review Committee during the selection process is prohibited, except in the manner expressly authorized in this RFP. Violation of this restriction is grounds for disqualification of the communicating Proposer's(s') Proposal.
- F. Every Proposal submitted is considered a firm offer that must be valid for a minimum of ninety (90) calendar days.
- G. If applicable, WRCOG prefers that software developed under WRCOG's contract not incorporate proprietary and / or third-party software components. This does not preclude the development of deliverables, which interface with commonly-available, off-the-shelf software. However, contractors must determine in advance whether WRCOG already has, or is willing to procure, appropriate licenses for any proprietary and/or third-party software that would be required. Contractors must also provide the impacts of any enhancements and upgrades. WRCOG will require delivery of documentation and source code for all electronic intellectual property developed under a WRCOG contract prior to releasing final payment to the contractor.

9. ADDENDA

WRCOG reserves the right to revise the RFP documents. Any WRCOG changes to the requirements will be made by written addenda to this RFP. Any written addenda issued pertaining to this RFP shall be incorporated into the terms and conditions of any contract resulting from this RFP. Addenda will be posted on the WRCOG website. It is the responsibility of the Proposer(s) to check the WRCOG website to determine if any addenda have been issued. WRCOG will not be bound to any modifications to or deviations from the requirements set forth in this RFP as the result of oral instructions. Proposers shall acknowledge receipt of addenda in their Proposal. Failure to acknowledge receipt of all addenda may cause the Proposal to be deemed non-responsive to this RFP and be rejected without further evaluation.

10. NOTIFICATION OF RIGHT TO PROTEST CONTRACT AWARD

Proposer(s) have the right to protest the contract award. A written protest must be filed with WRCOG's Deputy Executive Director within five (5) working days after the decision of award is made. WRCOG will not accept any verbal protests. The protest must be a detailed, written statement of the protest grounds and reference the RFP Number and name of the designated Contracts Administrator. Grounds for a protest are that WRCOG failed to follow the selection procedures and adhere to requirements specified in this RFP or any addenda or amendments, there has been a violation of conflict of interest as provided by California Government Code Section 87100 et seq., or violation of State or Federal law. WRCOG will only consider those specific issues addressed in the written protest. The protest must be submitted to WRCOG via 1) certified mail and 2) e-mail using the contact information provided below.

Name	Chris Gray
Address	3390 University Avenue, Suite 200, Riverside, CA 92507
Phone	951-405-6710
Email	cgray@wrcog.us

A written response from WRCOG will be directed to the protesting Proposer(s) within fourteen (14) calendar days of receipt of the protest, advising of the decision with regard to the protest and the basis of the decision.

11. CONFLICTS OF INTEREST

All Proposers responding to this RFP must avoid organizational conflicts of interest which would restrict full and open competition in this procurement. An organizational conflict of interest means that due to other activities, relationships, or contracts, a Proposer is unable, or potentially unable, to render impartial assistance or advice to WRCOG; a Proposer's objectivity in performing the work identified in the Scope of Work is or might be otherwise impaired; or a Proposer has an unfair competitive advantage.

12. CONTACT

Any questions concerning technical specifications or Scope of Work requirements must be directed to:

Name	Elisa Laurel, Public Information Officer
Phone	(951) 206-4498
Email	elaurel@wrcog.us

13. CRITERIA

Any award to be made pursuant to this RFP will be based upon the Proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon each Proposer's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted Proposals and in the selection of a Proposer(s):

- A. Completion of all required responses in the correct format.
- B. Qualifications and experience with similar projects and clients.
- C. Key staff that will be working on the proposed tasks.
- D. A listing of any subcontractors or sub-consultants that the proposer will use for this effort.
- E. The extent to which Proposer's proposed solution fulfills WRCOG-stated requirements as set forth in this RFP.
- F. An assessment of the Proposer's ability to deliver the indicated services in accordance with the specifications set out in this RFP.
- G. The Proposer's stability, experience, and record of past performance in delivering relevant services.
- H. Availability of sufficient high-quality personnel with the required skills and experience for the specific approach proposed.
- I. Overall cost of Proposer's Proposal.

14. PROPOSAL INFORMATION, ORGANIZATION, AND CONTENT

Proposer's submittal in response to this RFP will be incorporated into a final agreement between WRCOG and the selected Proposer(s). All Proposals shall contain, at a minimum, the following information:

- A. Title Page
- B. Table of Contents
- C. Cover Letter
- D. Firm Capabilities
- E. Approach and Understanding of the Scope of Work Plan

- F. Detailed and Itemized Pricing
- G. Appendix A: References
- H. Appendix B: Project Team Staffing
- I. Appendix C: Company Overview

The page limit for Items A - F is **15 double-sided pages (30 total pages)**. There is no page limit on appendices.

Title Page

The following must be provided on the title page:

- RFP number
- Title of the project
- Name and address of proposing firms and/or individuals
- Phone and Fax of Proposer
- Primary contact person
- Email address of the primary contact person
- Signature of the individual authorized / obligated to commit the Proposer to this project.

Table of Contents

A clear identification of the materials by section and page numbers are to be included in the Table of Contents.

Cover Letter

The cover letter should be brief (two pages maximum) and outline the Proposer's general approach, qualifications, and experience.

Firm Capabilities

All Proposals must provide a comprehensive, yet concise description of the Proposer's(s') individuals' capabilities including the following:

- A. A track record of providing successful assistance on similar disciplines and tasks highlighted in Section 2.
- B. A track record of providing successful services to similar governmental entities.
- C. Descriptions of the key staff that will work on the proposed tasks and their experience working on similar issues.
- D. If responding as a firm, the ownership, size, and location of the office responsible for providing services to WRCOG.
- E. If responding as a firm, its legal organization (e.g., corporation, partnership) and year of incorporation.
- F. If responding as a firm, a description of the firm's equal employment opportunity and non-discrimination policies.
- G. If responding as firm, a summary of the firm's minority and female recruitment efforts and the percentage of minority and female officers, partners, or the equivalent.

- H. A statement, in one page or less, of any other relevant factors that should be considered by WRCOG in evaluating the Proposal.
- I. If the proposer is including any sub-consultants or sub-contractors, please provide applicable information related to the qualifications and experience of these other firms.

Proposals will be evaluated by a Proposal Review Committee relating to the Proposer's(s') skills and experience, proposed cost, presentation and completeness of Proposal, and the ability and willingness to work with WRCOG, its management, and references.

Proposers to this RFP should be mindful that WRCOG's selection process prioritizes experience, knowledge, and abilities of key individuals more so than experience associated with a particular firm. WRCOG has found that successful completion of a project is heavily reliant on the key staff that will be working with WRCOG on a regular basis.

Scope of Work Plan

Proposers are encouraged to propose enhancements or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project. **WRCOG is requesting that the response to this portion of the RFP be limited to 15 double-sided pages (30 total pages).** There is no page limit on appendices.

Proposer(s) shall:

- Provide a narrative, which addresses the Scope of Work, and shows understanding of WRCOG's needs and requirements.
- Describe the approach to completing the tasks specified in the Scope of Work. The work plan shall be of such detail to demonstrate the Consultant's ability to accomplish the project objectives.
- Sequentially outline the activities that would be undertaken to complete the tasks and specify who would perform the tasks.
- Furnish an estimate of hours required to complete the specified tasks along with a total anticipated budget. For purposes of calculating hours and level of effort, please note the assumptions provided in the Scope of Services (Section 2) for each of the tasks.
- Identify methods that consultant will use to ensure quality control as well as budget and schedule control for the project.
- Identify any special issues, problems, or risks that are likely to be encountered in this project and how the Proposer would propose to address them.

Also, please provide hourly billing rates for staff you are proposing to include on this RFP for services not directly identified in the Scope of Work.

Appendix A: References

Please provide three (3) references, including names and contact information. References should not include any WRCOG staff or WRCOG Committee members.

Appendix B: Project Team Staffing

Please include biographies and relevant experience of key staff who would be assigned to the project. Please describe coverage levels of employees who would be assigned to this project. Affirm that no employees working on the engagement have ever been convicted of a felony.

Appendix C: Company Overview

Please provide the following for your company:

- Official registered name (Corporate, D.B.A., Partnership, etc.), Dun & Bradstreet Number, Primary and secondary SIC numbers, address, main telephone number, toll-free number(s), and fax number(s).
- Primary key contact name, title, address (if different from above address), direct telephone, and fax number(s).
- Person authorized to contractually bind the organization for any Proposal against this RFP.
- Brief history, including year established and number of years the company has been offering

TERMS AND CONDITIONS

Any Proposer or person submitting a Proposal shall state their willingness to agree to the following terms and conditions:

- A. The awardee must be fully committed to the mission of WRCOG.
- B. Termination - A termination agreement is to be negotiated between the parties that includes provisions on termination for cause and termination for convenience.
- C. Oral Presentations - Any individual or firm who submits a Proposal in response to this RFP must be willing to make oral presentations related to contract-related activities at the request of the WRCOG Executive Committee or management.
- D. Compensation - The total value of this contract is undefined and contains the option of renewal at the discretion of WRCOG. The schedule of compensation will be mutually negotiated. The compensation plan will include payment based upon an assessment of the vendor's attainment of specific, measurable outcomes or "performance benchmarks," which will be mutually developed between WRCOG and the selected Proposer(s).

16. WRCOG STANDARD PROFESSIONAL SERVICES AGREEMENT

The successful Proposer(s) will be required to sign WRCOG's standard Professional Services Agreement (PSA) to receive the contract award. Proposer(s) must identify in their Proposal any concerns or objections they would have with any of the PSA terms and conditions if selected for contract award. Proposer(s) shall propose alternative language for consideration in their Proposal. If WRCOG is unable to negotiate final contract Terms and Conditions that are acceptable to WRCOG, WRCOG reserves the right to award the contract to another Proposer. The agreement may be viewed on WRCOG's website at <http://www.wrcog.us/DocumentCenter/View/334/WRCOG-Professional-Services-Agreement-PDF?bidId>.

17. DISADVANTAGED BUSINESS ENTERPRISES (DBE)

Though no DBE goal is set for this Project, WRCOG encourages participation from small and Disadvantaged Business Enterprises.

Attachment A: Scoring Criteria

Evaluation Criteria	Max. Possible Points
<u>TECHNICAL APPROACH</u> <ul style="list-style-type: none"> • Tasks & approach clearly described • Creative/innovative approach • Project intent has been met 	30
<u>CONSULTANT FIRMS</u> <p><u>Prime Consultant</u></p> <ul style="list-style-type: none"> • Familiar with regional and local issues • Experience with similar projects of the same size and scope <p><u>Sub-Consultants (if any)</u></p> <ul style="list-style-type: none"> • Each sub provides unique service(s) to the team • Subs are fully capable of performing their tasks 	30
<u>PROJECT MANAGEMENT</u> <ul style="list-style-type: none"> • Qualifications of key individuals • Time commitment of key individuals 	20
<u>PROJECT COSTS</u> <ul style="list-style-type: none"> • Realistic cost for services to be performed 	20
<u>REFERENCES</u> <ul style="list-style-type: none"> • Similar projects completed on time and within budget 	Pass / Fail
TOTAL	100